

AMENDMENTS TO THE SPECIFICATION

Please amend the specification by replacing the paragraph beginning on line 13 of page 10 with the following amended paragraph:

One preferred method of using the optimization constraint as an index into the optional items of content uses both positive and negative numbers as optimization constraints. Positive numbers index from least constrained items to most constrained items. In example 2) above, an optimization constraint of (1) would select "Turn left" while an optimization constraint of (2) would select "Left". Negative numbers index from most constrained to least; thus (-1) would select "L", which (-2) would also select "Left". Preferably, positive one (1) always selects the least constrained item, and negative one (-1) selects the most constrained item; zero (0) is treated as negative one (- 1). It is a preferable rule that a negative number may never select the least constrained ~~most~~ item, and a positive number may never select the most constrained item. With these rules, any number of optional items of content may encoded in the document and selectively delivered. Again, whether the ordering is left to right or right to left for high to low constraint is an implementation detail; which ever is used, the selection logic is implemented to match.

Please also amend the specification by replacing the paragraph beginning on line 16 of page 9 with the following amended paragraph:

Referring to Fig. 2, there is shown a method in accordance with the present invention. The server 102 receives at 200 a request for a content item from the database 100. The server 102 determine at 202 an optimization constraint associated with the requesting client device. The server 102 compiles at 204 the requested content item, including selectively including content that is set forth as optional content, and if necessary, by selecting one of the alternate items of content, based on the optimization constraint. The server 102 then transmits at 206 the compiled content item to the client. Determining the optimization constraint preferably includes determining either a client device type, client operating system type, client browser type, content language type of the requested content, communication bandwidth of the client, client processor,

memory, user preferences, or software installed on the client, or a combination of any of these or other attributes. Selecting one of the alternate items preferably includes applying a set of rules that map the optimization constraint to selected ones of the optional content items.